



John D. Osterhout Director of Worldwide Retail Business
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John Osterhout is the Director of Worldwide Retail Business for Hitachi Global Storage Technologies, headquartered in San Jose, California. In this role, John manages the global disk drive retail business in partnership with Sales, Supply Chain Management, Finance, Marketing, Strategy and the Business Units. Prior to this assignment, John was Director of Corporate Marketing and Director of Business Management for Hitachi GST's Emerging Business Unit. Under his leadership, Hitachi GST drastically increased its presence in the consumer electronics segment.

Before joining Hitachi in January 2003, John led the worldwide marketing efforts behind IBM's revolutionary Microdrive products. He was instrumental in establishing IBM's market leadership in high-capacity storage for handheld digital products. Before his IBM tenure, John held various marketing management and business line management positions at Eastman Kodak Company in Rochester, New York. He has a broad marketing background in consumer and high-tech products, and has been instrumental in bringing numerous innovative products to market. His industry knowledge and experience spans several key sectors: photography, consumer electronics and information technology.

John is an active member of the storage industry's CE-ATA steering committee. He has also served on the board of directors of other industry associations, including the Consumer Electronics Manufacturer's Association (CEMA), the Interactive Multimedia Association (IMA), and the CompactFlash Association (CFA). Additionally, John is a frequent speaker on CE and marketing trends.

John holds a B.A. in Economics and an MBA from the University of Rochester. He lives in Los Gatos, California with wife, Barbara, and daughters Robin and Jessica.